WAR FOOD ADMINISTRATION
Marketing Reports Division
425 Wilson Building
Dallas 1, Texas

Approximate Time 6 Minutes
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No. 2

1. MUSIC: UP AND UNDER

2. ANNOUNCER: Radio Station _____ presents...FOOD FRONT HEADLINES... a behind-the-scene story of how our food moves from farms to battle lines...from ships to Allied supply depots...from grocery shelves to civilian tables. And here...ready to take you backstage of the American food drama...is _____, of the War Food Administration. Ever since our broadcast last week, _____, I've been wondering if you really meant what you said about civilians being better fed in 1944 than during pre-war years.

3. DIST. REP: I certainly did, _____. In spite of heavy war needs... and the fact that we haven't always been able to pamper our appetites with prime quality beef...or things like canned pineapple and hot fudge sundaes...civilians have been better fed... both from the standpoint of quantity and quality.

4. ANNOUNCER: You mean...civilians have had more food...and better food? But only just now you reminded us that we couldn't always buy the luxury foods we wanted!

5. DIST. REP: When I say we had more food...I mean just that. Civilian food supplies last year were at least seven percent above the average of the five pre-war years from 1935 to 1939. When I say we were better fed from the standpoint of quality...I mean civilians ate more of the right kinds of food than before the war.

6. ANNOUNCER: I see. The need to use alternates for some of the commodities in short supply...because of military needs...forced housewives to insist on getting their money's worth in vitamins...minerals... calories...and protein...as well as pounds.

7. DIST. REP: That's one thing. But...as a nation...we were already becoming nutritious conscious. Vitamins assumed an important place in nutritional language just before the first World War...and have become more and more important ever since. Within the last thirty years...we struck upon the importance of minerals in food. And more recently we've emphasized the need for protective foods... like milk...citrus fruits...green and leafy vegetables...lean meats...cereals.

8. ANNOUNCER: Well...the war has certainly increased civilian consumption of fresh fruits and vegetables...because we've had to reserve most of our canned foods for war needs.

9. DIST. REP: That's right. Record truck crop production...plus supplies from Victory gardens...upped fresh vegetable consumption six percent compared with the pre-war average. Civilian citrus fruit supplies reached a new high as a result of the record 1943-44 orange and grapefruit crops. In addition...civilians received about a third more canned fruit juice than before the war. Another interesting development has been increased consumption of frozen fruits and vegetables...

10. ANNOUNCER: What about potatoes?

11. DIST. REP: Civilians ate smaller amounts of both Irish potatoes and sweet potatoes than before the war...but they had more grain and cereal products to supply carbohydrates and energy.

12. ANNOUNCER: You said...according to the pre-war survey...we needed a lot more milk in our diets. Are we getting it?

13. DIST. REP: Well...of course we didn't get more milk in the form of butter or cheese...or condensed and evaporated milk...but civilians did drink more fluid milk. In fact...civilian fluid milk consumption set a new record of around 411 pounds per person...or about 21 percent above the pre-war average.

14. ANNOUNCER: I know we had a lot of eggs. In fact...I believe you said last week that civilians ate practically an egg a day last year... in spite of large war needs.

15. DIST. REP: Eggs are a top-ranking protective food...too. But if you're thinking that we needed the eggs to make up for reduced meat supplies...you're only part right. Civilians ate less beef and lamb than before the war...but veal consumption established a new record...and pork supplies were good...so the total civilian meat supply last year was 14 percent above the pre-war average.

16. ANNOUNCER: Don't you think all these new-fangled methods of cooking have helped too? I keep hearing about a better way to cook foods to avoid loss of vitamins.

17. DIST. REP: Sure...quicker vegetable cooking ranks as one of the outstanding nutritional achievements in recent years. Another factor that has contributed to better nutrition since the war began is the War Food Order which requires enrichment of bread. Then too... housewives have learned to follow the Basic Seven chart in planning their menus...and they've learned that a fighting nation must start the day with a good breakfast...and break it in the middle with a good lunch...

18. ANNOUNCER: Then the credit for better fed civilians last year has to be divided between farmers and housewives...because farmers produced enough food to give civilians seven percent more than the pre-war average...even after all military needs were satisfied...and housewives took advantage of increased nutritional knowledge to get the most food value for their money...

19. DISR. REP: Don't forget schools and industrial plants which provided mid-day lunches for a lot of people. And I think we ought to mention too... that although civilians had more money to spend for food last year... they probably would not have been better fed if our rationing and ceiling price system had not been in effect to insure fair distribution of food among all income groups.

20. ANNOUNCER: And I suppose even yet...we have a long way to go before every person in the United States has what modern nutritionists call a good diet.

21. DIST. REP: That's right, _____. We've made great progress...but we still have a lot to do. Next week...we'll poke our nose into the chicken supply situation to find out where our chicken is going and why.

22. ANNOUNCER: Thanks a lot...and good-by for now. Folks...that was _____, of the War Food Administration. Listen next _____ to FOOD FRONT HEADLINES...presented as a public service feature by Radio Station _____...to bring you inside facts from authoritative sources about what's happening on the agricultural firing line.

- 30 -